





☞ The car, of course, is a Cadillac . . . For Cadillac is the predictable choice of those who choose without restriction. And well it might be . . . intrinsic goodness of design and constancy of purpose have made Cadillac the most desired automobile in the world . . . a synonym for excellence wherever cars are driven. The splendor of the 1960 Cadillac . . . unmatched in any car ever built . . . is the crowning achievement of 58 years of painstaking craftsmanship. The gracious lines and resplendent interior bespeak the pride you will feel, the satisfaction you will enjoy as you sit behind its wheel. Cadillac ownership is an eloquent introduction to any circle.



☞ Enduring quality can be sensed at first glance . . . You'll see it at once in these exquisitely appointed interiors. So rich and luxurious are the fabrics . . . so very *right* the decor . . . that mere words cannot do them justice. Meticulous attention to detail is paramount . . . as even the briefest inspection will reveal. And the delightful spaciousness of the 1960 Cadillac interior provides comfort and freedom of movement in every direction such as you will find in no other motor car ever built.



☞ Crafted with the integrity and skill of a master jeweler . . . The gracious dignity of the "car of cars" stems from the basic good taste of the designers and the care lavished on it by the craftsmen who build it, exemplified in the 1400 separate inspections it undergoes.



Something wonderful happens when you travel in a Cadillac . . . So thoroughly does this magnificent car reflect the exacting standards of its owner that the mere fact of your driving a Cadillac makes a subtle but thrilling difference in arrivals and departures. Even where hospitality is a byword, you feel yourself a specially honored guest. Throughout the years, you will discover with delight that your membership in the Cadillac fraternity brings you many such intangible benefits.



Little wonder that it means so much to so many . . . The keys to a new Cadillac open the doors to a whole new motoring way of life . . . in which every journey is an inspiring experience . . . every arrival an exciting event. Slide behind the wheel of a 1960 Cadillac and see for yourself how completely different this motor car is. The unique Cadillac shock absorbers seem to transform even the roughest road to a superhighway. From gentle start to silken stop, you will be enjoying an entirely new motoring experience. And you will readily understand why so many families count the Cadillac among their most prized possessions . . . a vital factor in their personal happiness, a valued *member* of the family.



Greatest and most practical of luxuries . . . Surprising to some, this most beautiful of motor cars is among the wisest of motoring investments. The incomparable craftsmanship which goes into its manufacture, its proved reliability and traditional Cadillac longevity all combine to make this true.



☞ No safety measure has been spared . . . You drive with confidence when you know that every safety device necessary to the maximum security of your family and to your own peace of mind has been incorporated into the design and construction of this great automobile.



☞ Passenger or driver, she'll be captivated by Cadillac . . . For the ladies appreciate those extra touches of luxury that abound in this marvelous motor car. Surrounded by the undeniable evidence of quality—the faultless tailoring of fabrics and leathers, the careful crafting of appointments—she cannot help but fall victim to its allure. And when she takes the wheel for herself, she will fully appreciate the magic of the Cadillac. Feather-light steering, instant response, soft and certain braking all help make it first choice of those ladies of taste and discernment who recognize true worth.



☞ To sit at the wheel is an experience you owe yourself . . . No one who appreciates a fine motor car should deny himself the supreme pleasure of a ride at the wheel of this, the most perfect automobile yet designed. A few miles over road and highway will suffice to tell you that this is a car which should only be measured against standards previously established by Cadillac. And, even in that frame of reference, it has no equal. The extraordinary silence of its engine, the way it ignores every flaw in the roadway, bear eloquent witness to its pre-eminence. Incomparable interior spaciousness is brilliantly complemented by Cadillac's exclusive Fleetwood styling. Comfort is unparalleled. It is, truly, the finest achievement of the auto-maker's art.

Learn how easily a Cadillac can become a member of your family

We have tried to show you how thrilling your life could be with a 1960 Cadillac. Now, we invite you to visit your Cadillac dealer for a ten-mile demonstration drive—and for the pleasant facts about how easily and economically you can now own the “car of cars.”



SIXTY-TWO COUPE



SIXTY-TWO SEDAN (SIX WINDOW)



SIXTY-TWO SEDAN (FOUR WINDOW)



SIXTY-TWO CONVERTIBLE



COUPE DE VILLE



FLEETWOOD SIXTY SPECIAL SEDAN



SEDAN DE VILLE (FOUR WINDOW)



SEDAN DE VILLE (SIX WINDOW)



ELDORADO BIARRITZ



ELDORADO SEVILLE



FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE



ELDORADO BROUGHAM

CADILLAC MOTOR CAR DIVISION
General Motors Corporation